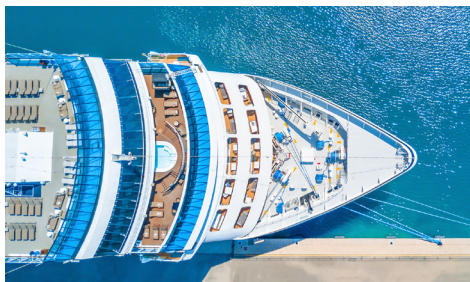


CRUISELINE **HOW CRUISELINE TRANSFORMED ITS MARKETING CAMPAIGN STRATEGY AND MULTIPLIED CAMPAIGN EFFICIENCY BY 5**



DESCRIPTION: Cruiseline is a pure player travel agency specialized in the sale of cruises in Europe (France, Spain, Italy) and South America.

The company enjoys a leading position as a distributor for ocean, sea and river cruises. In 2016, Cruiseline booked travel for 130,000 passengers, earning revenues of close to 140 million euros.

INDUSTRY: Travel

COUNTRY: Europe and Americas

CONTEXT & CHALLENGES

Founded in 2002, Cruiseline (formerly QCNS Cruise) has successfully navigated the online travel industry, where business growth has been fueled by an expanding cruise market and the rise of the internet as a distribution channel. As the market has developed, so has Cruiseline, and today it boasts a client base of over 3 million travelers.

As a 100% online company, Cruiseline relies particularly on email communications to attract new customers and drive revenue. But over time, an increased number of emails has started to diminish customer experience and hurt repeat business, without generating additional revenue.

“Cruiseline caters to a broad range of travelers, offering a very diverse product catalogue including luxury destinations, exotic expeditions, river cruises, etc. With 3 million customers today, it was time to stop sending the same messages to our entire client base, and start refining our campaign strategy to reflect the diversity of our customers and our catalogue», says Charles-Antoine Souplet, Marketing Director at Cruiseline.

The company is now focused on shifting its marketing approach to be more agile and more customer-centric, by targeting each campaign based on who the future buyers are.

“Thanks to Tinyclues, our email campaigns are delivering 2 to 5 times more revenue, while the number of messages has decreased by 50%, leading to a far better customer experience.”

SOLUTION & USE CASES

Cruiseline called upon Tinyclues to help take the company’s campaign strategy in this new direction. Charles-Antoine Souplet explains,

“I was already familiar with Tinyclues and its impact on revenue and customer experience, from my previous position with a large online retailer. Contacting Tinyclues was one of my first decisions when I joined Cruiseline; it was just a question of how to make the best use of their campaign intelligence solution in the world of online travel booking.”



Charles-Antoine Souplet
Marketing Director
Cruiseline.eu

SOLUTION & USE CASES CONT.

Within 3 months, and with no IT workload, Tinyclues enabled Cruiseline to successfully meet the key challenges of optimizing its marketing campaigns and building customer loyalty. Cruiseline was able to:

- **Improve the efficiency of existing campaigns.**

In the past, for targeting campaigns like luxury cruises in the Arctic, Cruiseline used a segmented approach based mainly on past purchases and RFM data. But this approach yielded unsatisfactory revenue, and resulted in missed opportunities for other campaigns. Tinyclues' Deep AI capabilities enabled Cruiseline for each and every campaign to detect the implicit tiny signals hidden in its customer data, and find the real future buyers for its campaigns.

- **Run campaigns they never thought were possible.**

Cruiseline is now able to launch email campaigns for offers that were previously left out of their communication strategy. With Tinyclues' campaign intelligence capabilities, the marketing team can now find the future customers for products with low momentum but high value. As a result, the company has created an entirely new series of campaigns, including little-known offers like river cruises, for example.

- **Adapt its marketing strategy.** Tinyclues enabled Cruiseline to easily create more efficient campaigns, making it possible to replace some of its generic weekly campaigns with more targeted offers. This new marketing planning approach has helped Cruiseline achieve its move toward a more customer-centric strategy.

“Cruiseline is now able to send efficient campaigns for 100% of our product offer, that’s twice as many as before.”

RESULTS

Within the first 3 months, Cruiseline was able to measure significant positive impact on its marketing results:

- **Increase in campaign revenues**

Thanks to highly targeted campaigns, Cruiseline's revenues were multiplied by 5, as measured by A/B tests on equal email volumes across many different campaign types. For example, for a campaign promoting a 'tour du monde', Tinyclues generated 0,61 leads per 1000 emails sent, while the Cruiseline test campaign generated 0.1 leads per 1000.

Taking into account that Tinyclues enables the marketing team to easily create more campaigns and reach more future buyers, the **overall impact on revenue is close to 10x.**

- **Improved customer experience & loyalty**

This increase in revenue did not stem from more email sends; in fact, Cruiseline **reduced the number of emails sent by 50%**. Customers are now receiving far fewer messages, but ones that are better tailored to their needs and wants. This lowers the risk of marketing fatigue, which is a long-term advantage in terms of strengthening customer loyalty.

Charles-Antoine Souplet adds, “Tinyclues has helped us shape a new marketing strategy in a very short period of time; we’ve been able to launch **our first campaigns within 2 weeks’ time, with very little impact on IT.** The effect on revenue has been impressive, and projected ROI is very high. We’ve embarked on a long and fruitful journey with Tinyclues.”

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